

R.J. Reynolds

Tobacco Co.

James McLean

Account Manager
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AUGUST 19, 1996

TO: All Region 1600 & Region 1200 Personnel

RE: Harry Fortunis (203290)
Wholesale Sticking Program

Ladies & Gentleman,

Please temporarily refrain from sending pre-books that require promotional assistance from Harry Fortunis at this time. After having a meeting with this direct account, some issues surfaced relative to the wholesale sticking program. These problems were beginning to have a negative impact on our other programs within this account.

I am in the process of developing a program that will address these issues with this direct account. I anticipate this program will be back up and running within the next thirty days. I will communicate back to you a date in which you may again begin to submit pre-books that require promotional assistance. I will also communicate any changes in protocol relative to this program with Fortunis.

Any questions, feel free to contact me.

Sincerely,

Jim

J. McLean
#1642 AM
/am

Sales		Retail	
1221	1.5	1222	2.4
1222	4,617	1223	
1223		1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

51853 0681